

NEW NOVELTIES NOT ENOUGH TO SELL CARS SAYS E. E. BODGE

Time-tried features of construction are the deciding factors in Motor-Car Sales—Importance of Seemingly Secondary Points in Design.

It will probably surprise prospective motor car buyers to learn that novelties of design and construction are not considered as inducements to the purchase of one make or another half as much as time-tried features are. As Mr. E. E. Bodge who is perhaps the city's chief authority on things automobile, puts it: "The cars that have made good have done so because their designers got down to bed rock at the start. They studied and experimented until they hit the right mechanical principles, and then they stuck to them."

"New things may be talking points and a clever salesman can often get away with them," said Mr. Bodge when he was asked what novelties would distinguish the new season's product; "but it's the good old reliable things that do their duty without constant tinkering that make satisfied motorists."

"Take the clutch as an example," Mr. Bodge continued. "It's apparently a small thing—just one of the 'inards' that is out of sight and should be out of mind as well. On a good car, it is; but language fails to convey an appreciation of the troubles to which a poor clutch can give rise."

There are mighty few cars on the market today that have been built with the same type of clutch for eight years. But such is the case with the Stevens-Duryea. It's a multiple-disc, dry-plate clutch, originated by J. Frank Duryea in 1904, and its absolute reliability and smooth action have been an important factor in the success of the Stevens-Duryea since then.

"Eight years ago, the clutch was a pretty troublesome part of the car. It had as many moods as Naud the Mule," said Mr. Bodge. "You never knew when it was going to grab, and catapult the car against something, at the same time biting pieces out of the rear tires, or to slip, as smooth as oil, and leave you stranded. If you happened to get stuck in a mud hole, the clutch either slipped and left you there, or you burned the clutch off of it entirely in trying to pull out."

"I have seen an owner dump a pound of powdered rosin on the clutch of a \$6000 imported car to make it take hold. Any motorist who has experienced the shortcomings of the ordinary clutch can't say too much for the Stevens-Duryea. It's mighty simple too—just eight smooth steel plates faced with asbestos on a woven wire foundation. The only change made in it since 1904 is the friction facing. First it was leather; then cork inserts, in 1907; and when the asbestos-wire fabric was invented, this was adopted. This makes it practically indestructible."

"If you want to realize now important this Stevens-Duryea is, look around and see how many different clutches are used, and likewise how many have adopted the Stevens-Duryea principle in the last few years," said Mr. Bodge in conclusion.

The intense heat in the middle west was the cause of many deaths. Eleven persons dead and 100 prostrations in twelve hours was the record in Chicago.

Los Angeles clubwomen are working for the pensioning of widowed mothers by the State. They are endeavoring also to obtain legislation which will do away with the necessity of mothers, before and after the birth of children, going into the factories.

NEW TODAY

NOTICE.

S. L. C. A. A. Quarterly Meeting.

The regular quarterly meeting of the St. Louis College Alumni Association will be held at the clubhouse at Dreier Hall, Union street, this coming Sunday, the 16th inst., at 10 a. m. As business of importance will be transacted, it is the earnest request of the president that all members of the association be present.

O. F. HEINE,
Secretary.

BUSINESS BRISK WITH V. H.-Y. CONCERN

The von Hamm-Young Co. reports good business this week, having made many sales, taken four orders for 1913 Cadillacs and made three deliveries of other machines.

Warren Benford, the pioneer automobile of the Empire Automobile Stand, this week purchased and took delivery of his sixth automobile. Mr. Benford has gone up the line from a little Buick White Streak to a Packard. He has owned two Buicks, one Wayne, one Cadillac, one Stevens and has now purchased a 7-passenger Packard "30" touring car with four doors. This is quite a record for one man and only goes to show the perseverance of Mr. Benford and shows what can be done if a man puts his shoulder to the wheel and does what is right.

The von Hamm-Young Co. this week delivered to S. Shiraki one of the new Oakland 30s which have caused so much excitement around town. Mr. Shiraki will run this in the rent service between Honolulu and Waimanalo. The Oakland is very fast, becoming very popular, and with the 1913 line coming in bid fair to be one of the most popular cars in the islands. The specifications of the 1913 line have just been announced and show wonderful strides in automobile improvement.

H. S. Truscott of Makaweli, Kauai, purchased a Buick touring car from the von Hamm-Young Co. this week. C. von Hamm, managing director of the von Hamm-Young Co., is spending two weeks at the company's big branch in Hilo. He reports business especially good, and a number of sales have been made this week.

The von Hamm-Young Co. shipped this week a 1913 Overland touring car to the Hilo branch. It has been sold to a prominent Hilo man.

The von Hamm-Young Co. is very glad to state that none of the factories which they represent are in any way affected by the recent big \$42,000,000 failure of the United States Motor Co. None of the von Hamm-Young Co.'s cars are included in this

NEW RECORD SET BY CADILLAC COMPANY

It is a difficult matter to grasp the significance of an industrial achievement which involves the manufacture and marketing of 12,000 high-grade automobiles in one year on schedule time. The lay mind cannot at once appreciate the perfection of system and perfect co-operation necessary to bring this about. The schedule is too big, the figures too large, and the details too multitudinous to understand unless one has been through such a manufacturing campaign and assisted in bringing it to a successful termination.

Recently the Cadillac Motor Car Company finished its manufacturing season. The operation was marked by the fact that it had beaten by a few hours its schedule for the year. A year ago the executives mapped out their plans to manufacture and market 12,000 Cadillacs. The schedule called for completing that number on June 30th. On that very day at 5 o'clock the last of the 12,000 cars passed through the assembling department, so the years scheduled had two and one-half hours to spare. Plans made a year before, involving this vast undertaking were carried out to the dot, which is excellent evidence of efficiency, both in the department of production and of sales. Only the most rigid and intelligent of systems could achieve results of this nature—results which involve an enormous physical undertaking and exceptional executive ability.

The manufacturing system is too involved and technical to permit of ready explanation, but a glimpse of the distribution idea can be given briefly. When the Cadillac plans for manufacture and distribution were formulated the dealers were each allotted a certain number of cars, to be shipped in monthly installments. The dealer therefore knows just what he can depend upon and sells against his allotments.

This season completes 10 years of motor car manufacturing by the Cadillac Company and this is the fourth year in succession that the company has made an absolute clean-up of its product on schedule time, avoiding the necessity of carrying a single car over into the succeeding year. During ten years of production the Cadillac Company's output has reached a sales value of approximately ninety millions of dollars.

Manufacturing and sales efficiency is due largely to perfect co-operation and is dependent on no single department or on any special official combination, and this failure will in no way affect any of the factories which they represent.

due dominance would spoil the unity of the plan, the smoothness of the fast-running machine.

The Cadillac plant is in operation 50 weeks in the year. The other two weeks are devoted to vacations, inventory, overhauling machinery and the like.

After the 1912 vacation the plant reopened on July 15th and work commenced on a largely increased production for 1913.

SAN FRANCISCO WOMEN HONOR MISS KLUMPKKE

The San Francisco News-Letter has the following to say of Miss Anna Klumpke, the noted artist now in Honolulu:

A reception was held at the Century Club Sunday, in which the members of that organization assembled to do honor to Miss Anna Klumpke. Mrs. Horace Wilson, who, by the way, is an honorary member of the Lyceum Club in Paris, received, and was assisted by the officers of the Century. Many happy felicitations were expressed, and Miss Klumpke fittingly responded in a talk on art subjects.

This being the first visit of Miss Klumpke to this city in many years, she is amazed at the wonderful growth of the business and residential regions, and more especially to our cultured and broad-minded women. Everywhere, at club gatherings, teas and receptions and on the streets, conversation takes the place of idle gossip, and strong, concise political arguments emanate from dainty lips whose heaviest work heretofore has been the mincing of chocolate. Unlike Mrs. Gertrude Atherton, Miss Klumpke admires our intellect, and well fitted she is to judge, for her sisters have made their mark in continental Europe, one being an astronomer, another a distinguished nerve specialist, and the youngest, a great European violinist.

The Lyceum Club, in Paris, of which she also is a member, has a unique method of membership. Every member must have won distinction in life, such as that of writers, artists, musicians and actors, and also to be of the very highest order of merit. There are no drones in French artistic circles; something we could well emulate in our own cultured circles.

We have every reason to be proud of our own clubwomen. They study, travel, come in contact with the bright minds of both sexes in the country, and are equally at home in addressing an assembly of suffragettes or responding to an after-dinner speech.

Undulating braids will appear this fall as trimmings.

KEEPING WITHIN ONE'S INCOME

My husband is an accountant in New York City, writes a contributor to the Ladies Home Journal, and we began housekeeping seven years ago on an income of \$125 a month. In considering our domestic finances we found them very surprising, but no less interesting. We studied them carefully and the result was that I, as housekeeper, turned from the old haphazard way of housekeeping to the systematic way, which I found made housekeeping keenly interesting instead of tiresome.

The first thing we did was to divide our "cost of living" into immovable expenses and fluctuating expenses.

We included coal and gas in the immovable expenses and got their monthly rates by taking averages for the year. Rent, commutation and church dues remained the same the year round.

Monthly table of immovable expenses—Rent \$23, commutation \$4, gas \$2, coal \$4.17, church dues \$2, laundry and scrub-woman \$10; total, \$46.17.

This left us practically \$80 a month for fluctuating expenses: food, clothing, repairs, amusements, etc.

It took another year of practice and adjustment to spend this \$80 properly. Our schedule I will give for the last year.

My family is now six in number: myself and husband, three children and a maid; yet I am not spending any more money now than I did in the first housekeeping year, and this in spite of advanced prices.

Monthly table of approximate fluctuating expenses: Husband's personal expenses, \$10; food, \$40; clothing, \$10; savings, \$20; total, \$80.

A few words about our savings account: When we first thought about it we determined that, come what might, we would put away \$20 every month. And we have done it. This taught us self-denial—and hard enough it was to learn, but to live within small means is not possible without self-denial.

Our clothing account we estimated at \$10 a month, \$120 a year. But it did not follow that we spent the \$10 every month. So our plan is to bank our clothing money with our savings and draw on it as clothes are needed; and I find that in the year we do not spend the \$120, but have some of it remaining to leave permanently with our savings.

Amusements are an infinitesimal expense, and what they do cost we manage to pay for out of our monthly money in hand—that is, by kitchen money or my husband's pocket money. Books and magazines are "borrowed" from the public library.

Clothes are not so expensive as one might think. We always buy ours at the end of the season when prices are

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It tones and invigorates

For sale by Benson, Smith & Co., Ltd., Chambers Drug Co., Ltd., Hilo Drug Co. and at all wholesale liquor

the lowest. Both my husband and I buy two suits during the year, one each winter and summer, and the four together never cost us more than \$60, sometimes less. This leaves us at least another \$20 for all the necessities: shoes, hats, underclothes and the children's clothing.

The expense of children's clothing is surprisingly small, for the durability of good clothing is wonderful. In fact, I find it costs very little more to clothe my three boys than it would cost to clothe one only, for the garments descend from one to another. I buy the new clothes for the oldest boy as he needs them, and as I should have to do this anyhow, I clothe the other boys for practically nothing with the things the oldest has outgrown. Moreover, I will never buy cheap articles, and I strongly advise all women to make that a rule. I consider clothes just as I consider meals—nothing is too good, but the best need not be the most expensive.

A party left Seattle for Alaska to investigate the availability of the Bering river coal fields for the use of naval vessels.

England is to discard almost all of the Indian regiments, and will create a new Indian army with a nucleus of soldiers experienced in war service.

Hamilton King, minister to Siam, dropped dead of heart failure at Bangkok.



Any car at any price which you choose to compare with this new Cadillac will be honored by comparison

Long stroke engine. More power. Silent chain-driven camshaft; enclosed valves; quiet engine. Longer wheelbase; larger tires. Electrical system of automatic cranking, lighting and ignition simplified and improved; automatic spark control. Numerous refinements of essential details.

You will bear witness that the Cadillac case has never been overstated. Hold to that thought, please, in considering what we shall say of this new car. Cadillac practice has progressively improved upon itself season after season. It has now reached a point which, we believe, warrants us in thinking that comparison of the cheapest cars with the Cadillac will hereafter confer a distinction upon these cars; rather than otherwise. For several years we have calmly observed the rapid rise of the Cadillac in public opinion. Each year we have seen the little group of its equals in popular esteem narrowed down. Each year we have seen a higher and higher price named as the basis of comparison with the Cadillac.

And we believe that basis of price comparison is about to vanish altogether. We believe that the last mental reservation is about to remove itself from the public mind. We ourselves have felt sorely sure for a long time that in point of real and substantial value the line of demarcation between cars of highest price and the Cadillac was an imaginary line. We have felt that it was written in water, like the international boundary lines in the ocean—and we feel that this new Cadillac will complete the process of so confining the public. The advent of such a car at the Cadillac price is, of course, a matter of genuine moment; and you will be interested, therefore, in this news concerning it.

A few of the improvements in the 1913 Cadillac

LONG STROKE ENGINE:—4½" bore by 5½" stroke, increasing the power of the always extraordinarily efficient Cadillac engine. This amplification of power is especially observable at speeds from 12 to 35 miles an hour, dynamometer tests registering an increase of from 18 to 25 per cent.

SILENT CHAIN-DRIVEN CAM SHAFT:—also pump and generator shaft, replacing meshed gears, in conjunction with:

ENCLOSED VALVES, and the superb workmanship throughout in which the Cadillac has always excelled, producing an engine which runs with unusual quietness.

CARBURETOR:—A carburetor of marked efficiency and simplicity has been further simplified, now requiring but a single means of adjustment, removing from it to the greatest possible degree, the necessity of attention.

AUTOMATIC ELECTRIC CRANKING DEVICE, ELECTRIC LIGHTS,

IGNITION:—A vastly simplified and improved Delco system developed at the instigation of the Cadillac Company for Cadillac cars, the result of experience with the old system on twelve thousand 1912 models.

While the old system demonstrated itself to be by far the most efficient for its purpose that had ever been developed, the Cadillac Company has evolved means of increasing that efficiency to as near the 100 per cent point as any mechanical appliance could be. Among the simplifications are the successful adoption of the single instead of double voltage system, thereby eliminating the controlling switch, the meter, much wiring and other parts. The meter is replaced by a voltage regulator which automatically governs the charging rate of the battery, reducing to an absolute minimum the attention required on the part of the user. The switches for starting, lighting, and ignition, the latter equipped with Yale lock, are more

conveniently located. Lights are provided with fuses. These and other advantages will be enjoyed by users of the 1913 Cadillac.

AUTOMATIC SPARK CONTROL:—Relieving the driver of the necessity of constant attention in order to secure the maximum results.

LONGER WHEELBASE:—The easy riding qualities of a car which has been regarded as the acme of luxury are accentuated by an increase in the length of the wheel base from 116 to 120 inches, and a corresponding increase in the length of rear springs.

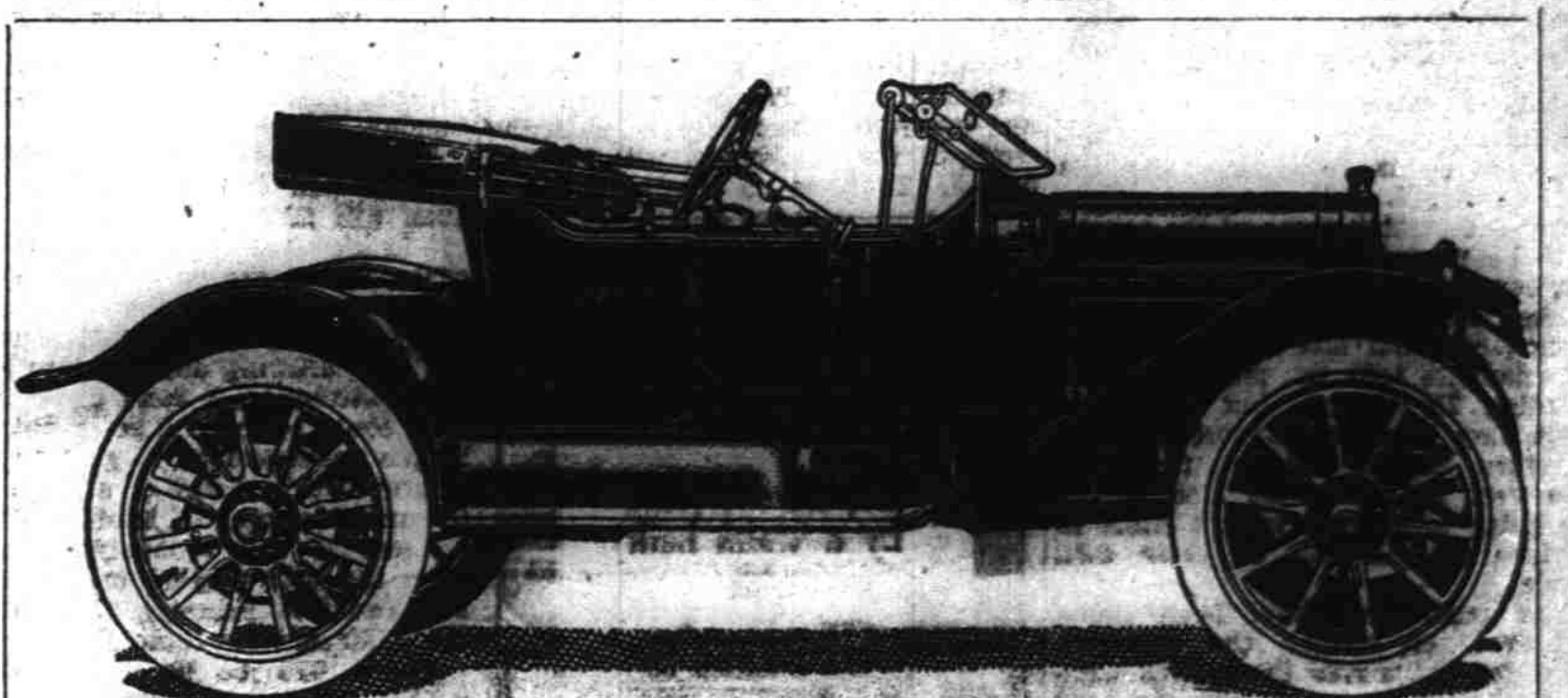
TIRES:—Increased from 36"x4" to 36"x4½", with the obvious advantages resulting therefrom. Demountable rims.

EQUIPMENT:—Cadillac top and windshield included. See specifications.

SPECIFICATIONS IN BRIEF

ENGINE:—Long stroke, 4½-inch bore by 5½-inch stroke; four-cylinder, silent chain-driven cam shaft, also pump and generator shaft, enclosed valves. Five-bearing crankshaft. **HORSE-POWER:**—40-50. **COOLING:**—Water, copper jacketed cylinders. Centrifugal pump; radiator tubular and plate type. **IGNITION:**—See "Equipment." **LUBRICATION:**—Automatic splash system, oil uniformly distributed. **CARBURETOR:**—Special Cadillac design of maximum efficiency, water jacketed. Air adjustable from driver's seat. **CLUTCH:**—Cone type, large, leather faced with special spring ring in fly wheel. **TRANSMISSION:**—Sliding gear, selective type, three speeds forward and reverse. Chrome nickel-steel gears, running on five Hesse-Bright ball bearings; bearings oil tight. **CONTROL:**—Hand gear-change lever and emergency brake lever at driver's right, inside the car. Service brake, foot lever. Clutch, foot lever. Throttle accelerator, foot lever. Spark and throttle levers at steering wheel. Carburetor air adjustment, hand lever under steering wheel. **DRIVE:**—Direct shaft to bevel gears of special cut teeth to afford maximum strength. Drive shaft runs on Timken bearing. **AXLES:**—Rear, Timken full floating type; special alloy steel live axle shaft; Timken

roller bearing. Front axle, drop forged I beam section with drop forged yokes, spring perches, tie rod ends and roller bearing steering spindles. Front wheels fitted with Timken bearings. **BRAKES:**—One internal and one external brake direct on wheels, 17-inch by 2½-inch drums. Exceptionally easy in operation. Both equipped with equalizers. **STEERING GEAR:**—Cadillac patented worm and worm gear, sector type, adjustable. 18-inch steering wheel with walnut rim; aluminum spider. **WHEEL BASE:**—120 inches. **TIRES:**—36-inch by 4½-inch Hartford or Morgan & Wright; demountable rims. **SPRINGS:**—Front, semi-elliptical. Rear, three-quarter platform. **FINISH:**—Cadillac blue throughout, including wheels; light striping, nickel trimmings. **STANDARD EQUIPMENT:**—Cadillac mohair top, wind shield, Delco patented electrical system embodying automatic cranking device, electric lights and ignition. Automatic spark advance. Also Delco distributor ignition system. Gray & Davis lamps especially designed for Cadillac cars, black enamel with nickel trimmings; two headlights; two side lights, tail light. Hans gasoline gauge on dash; horn; full foot rail in tonneau; robe rail; tire irons; set of tools, including pump and tire repair kit; cocoa mat in all tonneaux except closed cars. Speedometer, Warner, with electric light.



PRICE OF STANDARD TOURING CAR, PHAETON, TORPEDO, AND ROADSTER, \$1975.00; F. O. B. DETROIT, INCLUDING STANDARD EQUIPMENT.

CADILLAC MOTOR CAR COMPANY, DETROIT, MICHIGAN

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